

Rep Order# 9797765 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/20/2012 9:25 AM  
Last Received: 08/19/2012 2:00 PM  
Showing Buylines: All Lines

Station WWSB-TV SARASOTA, FL  
Advertiser ( ) POLITICAL ISSUE GROU  
Product P-USA ACTION  
Estimate# 1564  
Buyer CASEY BESSETTE  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1564  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

PRIORITIES USA ACTION \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW PRIORITIES ORDER  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	630A-7A	NEWS	:30	\$250.00	10/09-10/12	4	1	4	\$1,000.00	
	2	M	630A-7A	NEWS	:30	\$250.00	10/15-10/15	1	1	1	\$250.00	
	3	TU-F	7A-8A	GMA	:30	\$400.00	10/09-10/12	4	1	4	\$1,600.00	
	4	M	7A-8A	GMA	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	5	TU-F	8A-9A	GMA	:30	\$400.00	10/09-10/12	4	1	4	\$1,600.00	
	6	M	8A-9A	GMA	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	7	TU-F	12P-1230P	NEWS	:30	\$125.00	10/09-10/12	4	1	4	\$500.00	
	8	M	12P-1230P	NEWS	:30	\$125.00	10/15-10/15	1	1	1	\$125.00	
	9	TU-F	1230P-1P	NEWS	:30	\$125.00	10/09-10/12	4	1	4	\$500.00	
	10	M	1230P-1P	NEWS	:30	\$125.00	10/15-10/15	1	1	1	\$125.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	TU-F	530P-6P	NEWS	:30	\$500.00	10/09-10/12	4	1	4	\$2,000.00	
	12	M	530P-6P	NEWS	:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
	13	TU-F	6P-630P	NEWS	:30	\$800.00	10/09-10/12	4	1	4	\$3,200.00	
	14	M	6P-630P	NEWS	:30	\$800.00	10/15-10/15	1	1	1	\$800.00	
	15	TU-F	630P-7P	NEWS	:30	\$1,000.00	10/09-10/12	4	1	4	\$4,000.00	
	16	M	630P-7P	NEWS	:30	\$1,000.00	10/15-10/15	1	1	1	\$1,000.00	
	17	SA	7P-730P	MILLIONAIRE	:30	\$450.00	10/13-10/13	1	1	1	\$450.00	
	18	SA	630P-7P	NEWS	:30	\$450.00	10/13-10/13	1	1	1	\$450.00	

---REPORT TOTALS---

Report Totals: 42 / \$18,900.00

---SALES MONTHLY TOTALS---

Oct 12: 42 / \$18,900.00  
Sales Totals: 42 / \$18,900.00  
Station Totals: 42 / \$18,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$378,000	CABL 0%	UNKN 0%	WBSV 0%	WFLA 29%	WFTS 29%
		WTOG 1%	WTSP 14%	WTTA 4%	WTVT 18%	WWSB 5%

Books null  
Demos RA35+

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**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

# CONTRACT

<u>Contract / Revision</u> 31472 /		<u>Alt. Order #</u> 09797765
<u>Product</u> 1564/P-USA ACTION		
<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Est. #</u> 1564	
<u>Advertiser</u> PRIORITIES USA ACT		<u>Original Date / Revision</u> 08/20/12 / 08/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**MUNDY KATOWITZ MEDIA**  
**1322 G STREET, SE**  
**WASHINGTON, DC 20003**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	10/09/12	10/12/12	ABC 7 Sunrise News @	6a-7a		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$250.00			
N 2	7	10/15/12	10/15/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$250.00			
N 3	7	10/09/12	10/12/12	Good Morning America	7-9a		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$400.00			
N 4	7	10/15/12	10/15/12	Good Morning America	7-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$400.00			
N 5	7	10/09/12	10/12/12	Good Morning America	7-9a		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$400.00			
N 6	7	10/15/12	10/15/12	Good Morning America	7-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$400.00			
N 7	7	10/09/12	10/12/12	ABC 7 News at Noon	12-1p		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$125.00			
N 8	7	10/15/12	10/15/12	ABC 7 News at Noon	12-1p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$125.00			
N 9	7	10/09/12	10/12/12	ABC 7 News at Noon	12-1p		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$125.00			
N 10	7	10/15/12	10/15/12	ABC 7 News at Noon	12-1p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$125.00			
N 11	7	10/09/12	10/12/12	ABC 7 News at 530p	530-6p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$500.00			
N 12	7	10/15/12	10/15/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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Contract / Revision	Alt. Order #
31472 /	09797765

Contract Dates	Product	Est. #
10/09/12 - 10/15/12	1564/P-USA ACTION	1564

Advertiser	Original Date / Revision
PRIORITIES USA ACT	08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 M----- 1 \$500.00												
N 13	7	10/09/12	10/12/12	ABC 7 News at 6p	6-630p		:30			NM	4	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -TWTF-- 4 \$800.00												
N 14	7	10/15/12	10/15/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 M----- 1 \$800.00												
N 15	7	10/09/12	10/12/12	ABC World News Tonig	630-7p		:30			NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -TWTF-- 4 \$1,000.00												
N 16	7	10/15/12	10/15/12	ABC World News Tonig	630-7p		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 M----- 1 \$1,000.00												
N 17	7	10/13/12	10/13/12	M-Sa 7-730p	MILLIONAIRE		:30			NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S- 1 \$450.00												
N 18	7	10/13/12	10/13/12	ABC 7 Sat News at 63	630-7p		:30			NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S- 1 \$450.00												
<b>Totals</b>											<b>42</b>	<b>\$18,900.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	42	\$18,900.00	\$16,065.00
<b>Totals</b>	<b>42</b>	<b>\$18,900.00</b>	<b>\$16,065.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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